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"Tops in Roses"

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Season 1953-1954

WEEKS

Wholesale Rose Grower

O. L. WEEKS



1954 All-America Winner

**Hybrid Tea Rose
MOJAVE**

Plant Patent Pending



THE GIFT OF THE ROSE



*I walked in the garden
Early this morn.
My eyes soon rested
On a rose, new-born.*

*The bud was perfect,
It was without flaw.
I gazed enraptured,
Completely in awe!*

*Its pure, matchless beauty
Held me silent and wondering
Could this treasure be mine
In spite of my blundering?*

*The thought came to me
As I stood in repose,
God surely loved people
To give them the rose!*

VERONA E. WEEKS

WE ARE proud to send you our new illustrated wholesale catalog for 1953-54. In response to many requests we are presenting in color as many as possible of the varieties on our list.

There are just not to be had adequate pictures of all varieties of roses grown commercially. Following each set of pictures are the names and descriptions of those varieties in our list which are not illustrated. Many of these are ever popular, old and new, roses you will know and recognize. Don't fail to note these lists as they contain names you will want to include in your order.

All America Rose Selections winners are identified

with the AARS symbol. This is a mark of distinct qualification as these roses are severely tested throughout the United States and judged on merit by experienced, critical horticulturists.

We take this opportunity once again to thank you for the privilege of serving you in the nursery business. The constancy of your friendship and patronage is rich reward for our hard work and sincere effort in striving to give you quality plants and prompt, faithful service. You understand and help when things go wrong; you applaud when the performance is good. We pledge our continued effort toward bringing you better plants and better service.

**WE CANNOT STRESS TOO MUCH THE IMPORTANCE OF ORDERING EARLY
WHILE VARIETY SELECTION IS COMPLETE**

To serve you is our business and pleasure

**Office and Nursery Headquarters
926 W. ELY, ONTARIO, CALIF.
Phone: 630182**



MEMBER: All America Rose Selections
American Association of Nurserymen
California Association of Nurserymen
American Rose Society
Pacific Rose Society



Plant America!

ALL GROWING GROUNDS IN ONTARIO AND CHINO VALLEYS

Hybrid Tea Roses

Choose the Hybrid Tea for the elegant bud and handsome open flower, for cutting and exhibition. A single bud for a slender vase, or an armload for a basket!

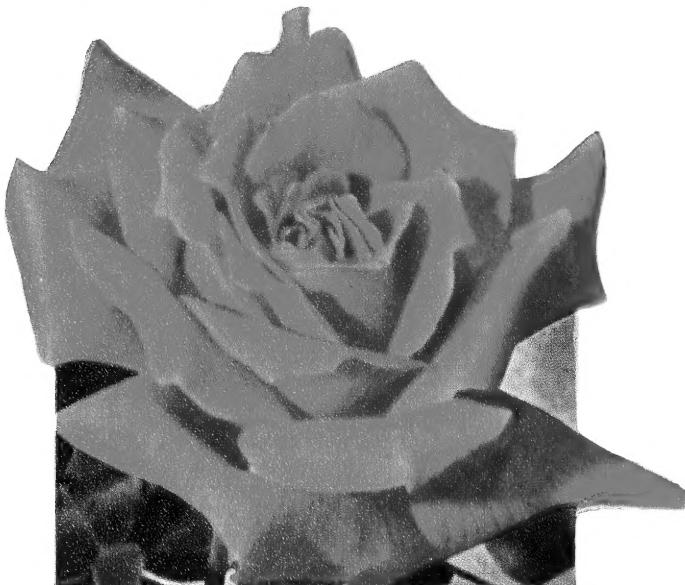
Of the hundreds of roses on the market, we try to select these perennial favorites which remain in demand—names your customers know, love and will ask for. Each year we include also the exciting new introductions they will read about in garden pages of leading magazines and newspapers, and the all-important AARS winners.



ANGELS MATEU

(Pat. 174)

Striking tone of rich orange-rose; fully petaled, large flowers. Distinct blackberry fragrance. Large, dark green foliage. Bushy plant.



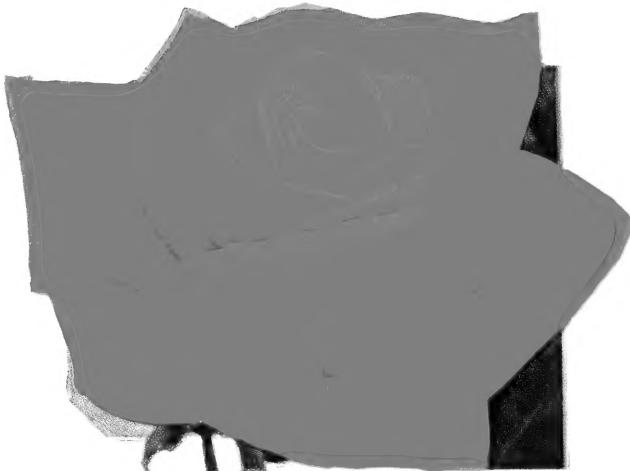
APPLAUSE

(Pat. 829)

Light red, large, high-centered flowers. Good for cutting. Vigorous plant of medium height. 1947 Bagatelle award winner.

AUTUMN

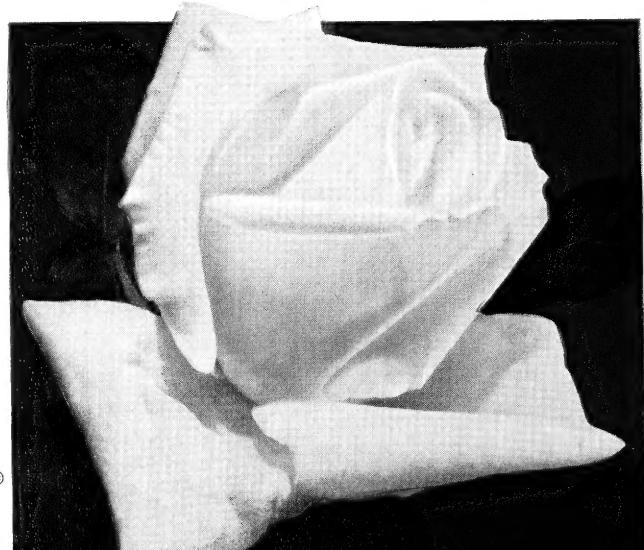
Old favorite multicolor. Tight, well-shaped bud; many-petaled open flower combining autumn shades of burnt-orange and gold, deepening in fall coolness. Nicely fragrant. Dark glossy foliage.



BLANCHE MALLERIN

(Pat. 594)

One of the most interesting pure whites. Fragrant and well-shaped buds open into lovely full-blown flowers. We consider this tops in present-day white roses. Grows well; has beautiful foliage.





BUCCANEER

(Pat. 1119)

Exciting as pirates' gold. Handsome, exquisitely shaped buds of clear, bright, long-lasting yellow open slowly, making this an ideal cut flower. Tall-growing plant has wonderful foliage.

CAPISTRANO

(Pat. 922)

Clear pink, finely shaped buds and open flowers. Rich rose fragrance—a delightful quality in a rose. Strong-growing plant; good foliage. AARS winner 1950.

BRAVO

(Pat. 983)

One of the best, brilliant, non-fading red roses of recent years. Bud and open flower are big and fully petaled. Long-lasting and eye-catching as a cut flower. Although plants are not as robust as some, we can truly say "bravo" for this magnificent hot-weather red rose.

CHARLES MALLERIN

(Pat. 933)

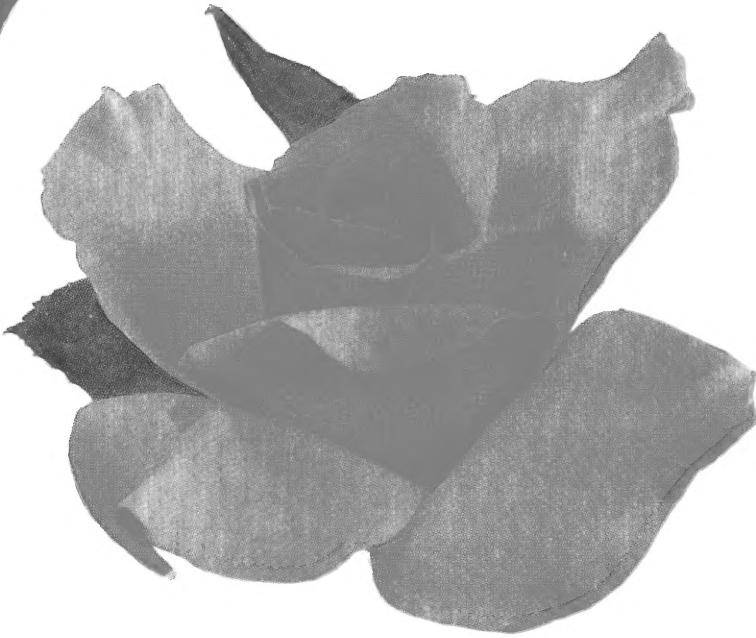
Beautiful, black-red, deeply fragrant new rose. Well-shaped bud with medium full, open flowers. Plant will throw some tall, unsymmetrical canes, but this fault is easily offset by its desirable qualities of coloring and perfume. One of the best black-reds today.



CHIEF SEATTLE

(Pat. 1030)

A new rose of buff-apricot shadings; beautifully shaped, tight, slow-opening bud. Petals in bud and full-blown flower are slightly ruffled, lending an interesting detail to this fragrant rose. Named to honor the 100th anniversary of the City of Seattle and its founder.



CHARLOTTE ARMSTRONG

(Pat. 455)

Year after year proclaimed Queen of Queens! For more than ten years this unusual rose has been in top demand, and reason enough! Exquisite, beautifully shaped, long, tight, cerise-red buds slowly open into a fascinating peony-type full rose. Prolific bloomer. AARS winner 1941.



CHRISTOPHER STONE

A continuing favorite old red rose. A name known to every rose lover in the land. Scarlet-red, deepening with brisk weather of fall. Enticingly fragrant. Bud is long pointed; flower semi-double, showing large cluster of golden stamens.



CHRYSLER IMPERIAL

(PPP)

Outstanding AARS winner for 1953. The red of reds. Handsome compact buds; many-petaled open flowers. Breathtakingly fragrant. Plant grows to medium height and is symmetrical and most well behaved in growth habit. Foliage is excellent. This is a "princess" of the Queen, Charlotte Armstrong.



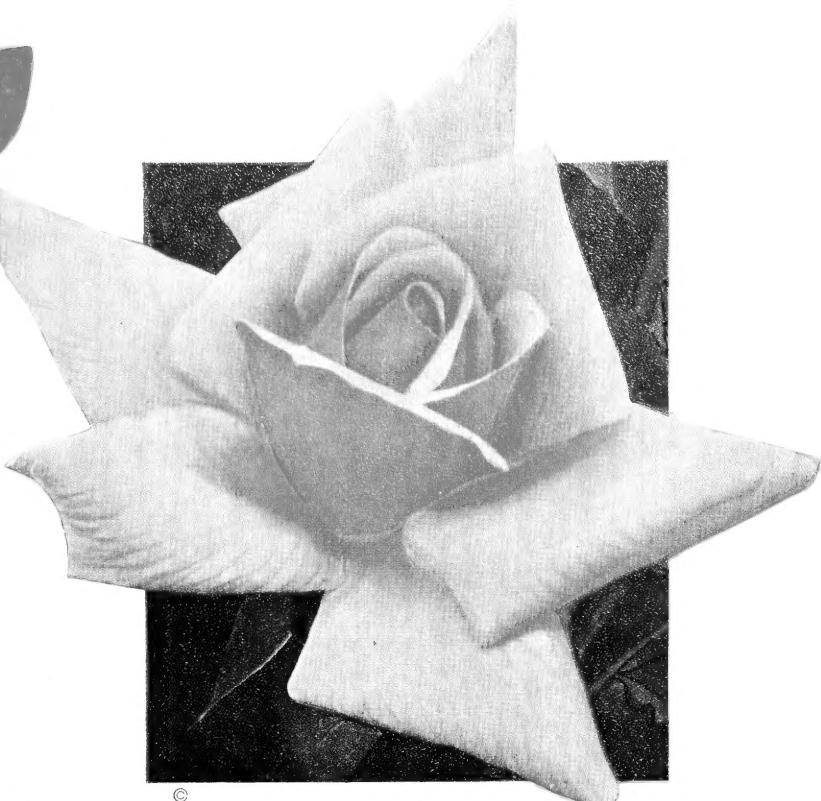
COUNTESS VANDAL

Salmon-pink, beautifully tapered buds opening into handsome flowers with uniquely curled petals. Rich fragrance. Plants thrive everywhere. Always dependable.



CONDESA DE SASTAGO

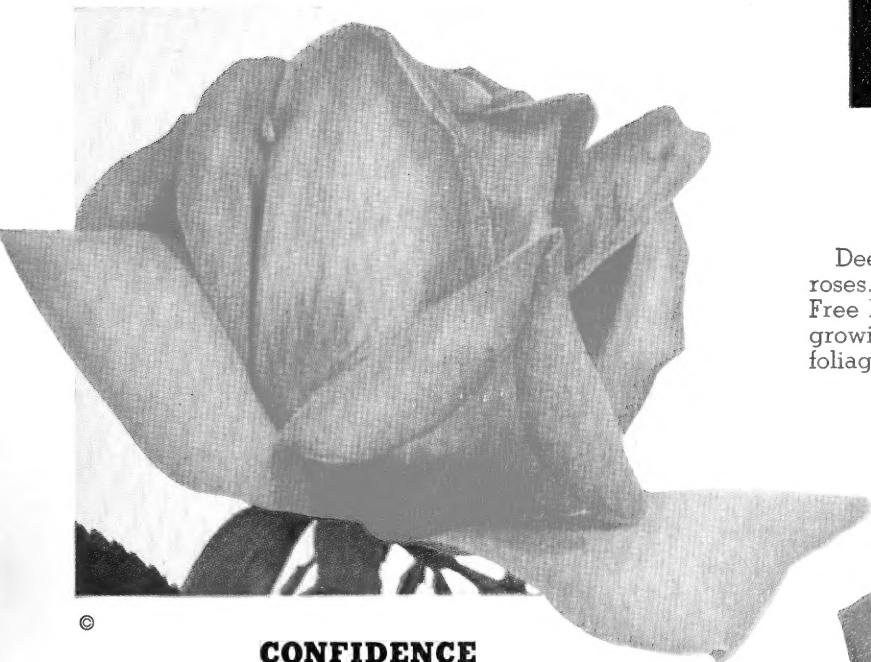
Another of the constantly popular bicolored, nicely fragrant old roses, combining yellow and raspberry-red. Profuse bloomer. Short strong stems. Vigorous plants; foliage large, dark green and glossy. A MUST for spectacular color in any garden.



©

CRIMSON GLORY

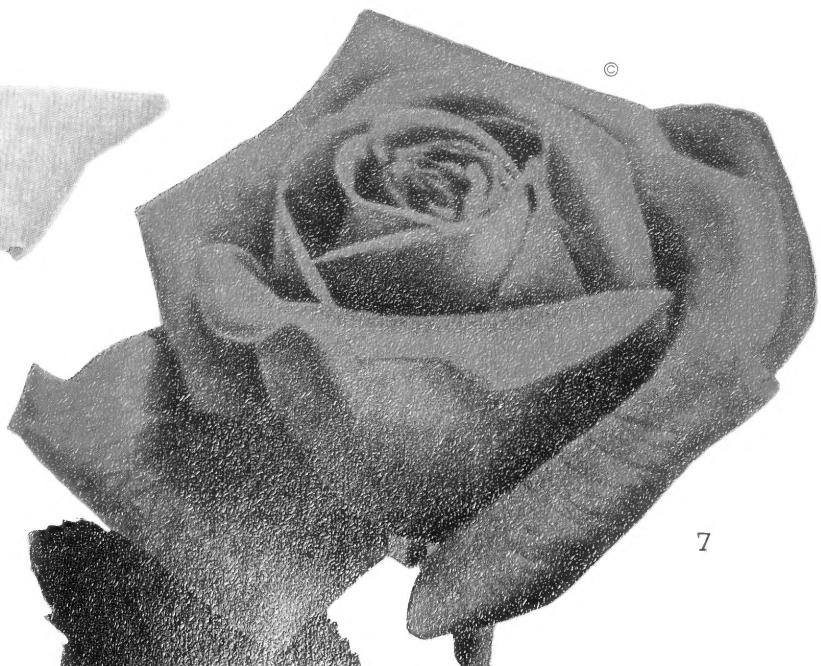
Deep crimson—one of the all-time favorite red roses. Perfectly formed buds and open flowers. Free blooming and deliciously fragrant. Rather low-growing plants that tend to spread out. Leathery foliage.



©

CONFIDENCE (PPP)

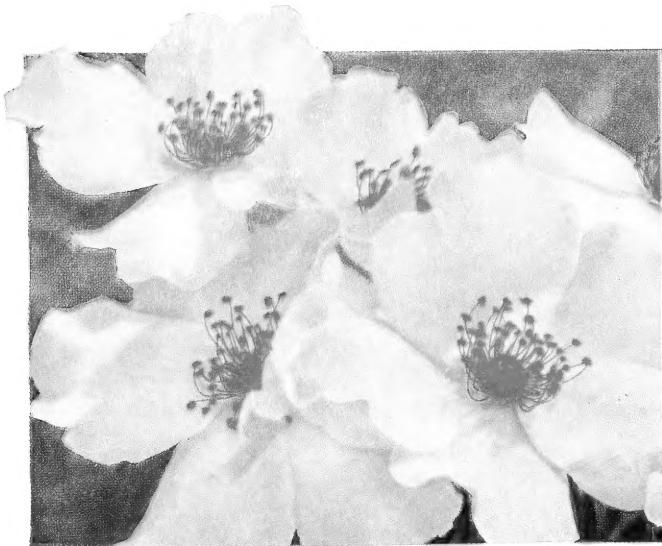
NEW. A pastel blush-pink, large exhibition-type flower. Strong grower; prolific bloomer. Bloom quality outstanding in cool weather, less so in summer heat.



7

DAINTY BESS

Just what her name implies! Dainty, blush-pink, single, delightfully fragrant. Open flowers are marked with distinctly darker pink stamens. Heavy foliage. For those who thrill to the romance of the wild rose, Dainty Bess is it.



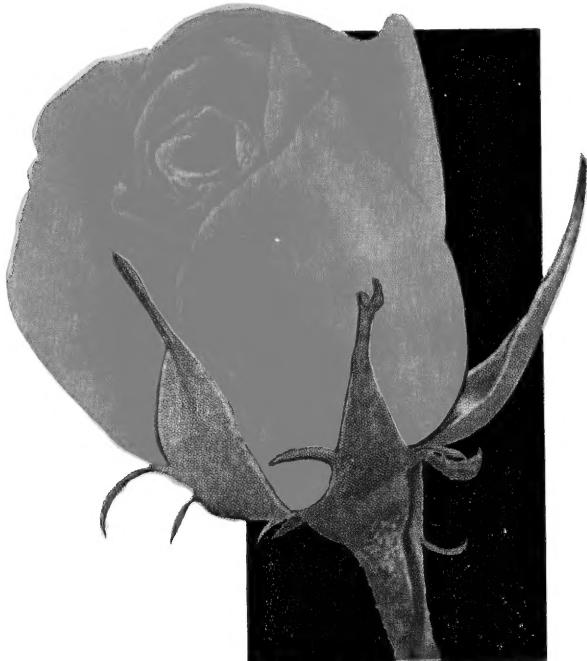
ECLIPSE

(Pat. 172)

Delightfully streamlined, long tight buds bloom on strong, upright cutting stems. One of the best yellow roses in the business. This rose has retained its popularity through the years. Dark, leathery foliage.

DUQUESA DE PENARANDA

A different color—apricot-orange, a smooth rich blend softly suffused into one of the most interesting of garden roses. Long-pointed, well-shaped buds. Delightful leathery foliage. As with all the copper tones, color deepens with the briskness of fall days.



ETOILE DE HOLLANDE

A "forever" red rose. Etoile de Hollande remains among the top in demand in unfading crimson-red roses. Petals velvety textured, perfumed to delight the most exacting.



FIRST LOVE

(Pat. 921)

You'll love First Love. The dawn-pink of this exquisite bud is almost unreal. Cool weather brings a deeper touch to its outside petals, but its true magic pink unfolds as it opens into a lovely flower with artistically curled petals.



FANDANGO

(Pat. 894)

Brilliant red—as gay as the Spanish dance. Buds are good, opening into semi-double flowers and showing an interesting yellow stamen center—an additional gay touch to this recent introduction to the rose world.



FIESTA

(Pat. 389)

An intriguing novelty rose. Not all roses have perfection of bud as an outstanding quality, and Fiesta is one of these. But "a rose is a rose." Fiesta, a gaily striped yellow and vermillion combination, is ideal for floating arrangements. Try this for something different.



FORTY-NINER

(Pat. 792)

A bi-color combination with outside of petals a golden straw color and inside vivid red. The bud unfolds into a high-centered open flower showing mostly its dazzling red, yet leaving a bit of its reverse straw petals to give a delightful contrast. AARS 1949.



FRAU KARL DRUSCHKI

The whitest white for sheer beauty and joy of looking at a rose. It has no cutting stem but would float magnificently in flat vase arrangements. Semi-pillar type plant grows to about 6 feet. Has dark, large foliage.



AARS

FRED HOWARD

(Pat. 1006)

AARS winner in 1952. The glory of this new rose is revealed in its fully blown, pale yellow, very double flower with dainty tracings of pink at the petal edges. Many petals make it ideal for cutting, as it opens slowly and lasts long. It is a tall-growing plant.

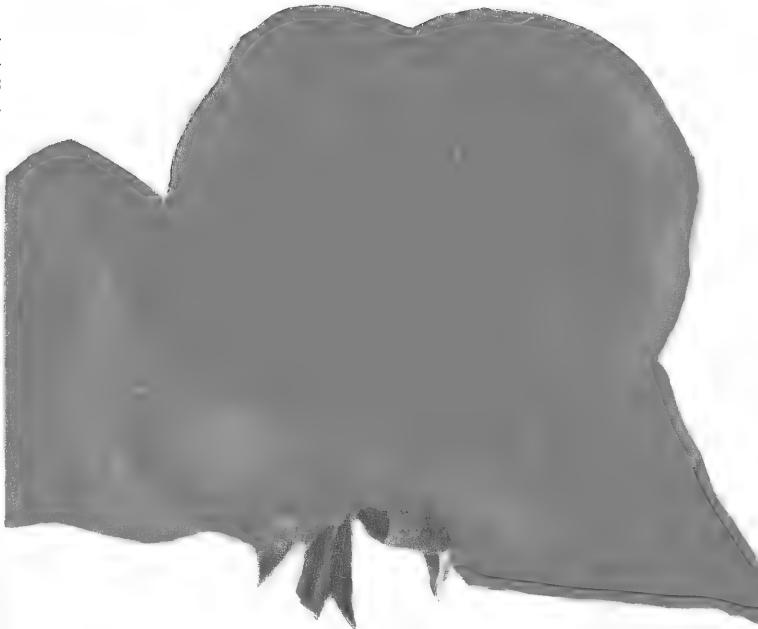
FRED EDMUNDS

(Pat. 731)

A true orange-colored rose—most interesting and attractive, because it is so different. Buds are well shaped, and foliage is very heavy and lovely. Plants grow to medium height and tend to branch out. Recommended by AARS as especially good in Pacific states.



AARS



GIRONA

This rose, too, remains an ever-popular, fascinating, multicolor type that creates a rainbow of vivid color in your rose garden. It is a blend of pink, yellow and carmine. Has graceful buds and fully double flowers with old rose perfume. Bright green foliage; vigorous and spreading plant.

GOLDEN SCEPTER

(Pat. 910)

A new non-fading yellow rose that grows tall and graceful as a scepter. Slender, tight, long-lasting buds with slightly ruffled petals are very attractive. Ideal for cutting and use in arrangements. In the West it is a good hot-weather yellow.

©



GRANDE DUCHESSE CHARLOTTE

(Pat. 774)

Very different, bright brick-red buds and open flowers. Long, slender stems are topped by these interesting flowers, punctuated with fine foliage. AARS winner.



HAPPINESS

(Pat. 911)

Happy, new, brilliant red, firm and waxy-petaled buds curl artistically as they open. One of the best florists' reds today. Very full, exquisite flower with high center so desirable in an open rose.



HEART'S DESIRE

(Pat. 501)

Well known by all rose lovers for its fine scarlet-red color, excellent bud form and delightful fragrance—an ever-pleasing quality in roses. Blooms well. Showy addition to the rose garden. AARS winner 1942.



HELEN TRAUBEL

(Pat. 1028)

1952 AARS winner. Majestic and lovely as the lady for whom it was named. Warm pink and luminous apricot. Exquisite, long, tapering buds. Delightful fragrance. Helen Traubel will "make music" in any rose garden. Tall-growing plant, vigorous, good anywhere.



©

HUNTSMAN

(Pat. 1012)

A distinctive new bicolor with reverse petals of orange-yellow outside, spectrum-red inside. Free bloomer. Slightly rounded, well-shaped bud. Compact, low-growing plant with holly-green foliage.

JUNO

(Pat. 895)

A bright pink pink, large, perfectly formed bud and flower. With her lovely face and refreshing personality, Juno is a very pretty, low-growing "stubby" type bush and rose that is sheer delight to look upon.



KATHERINE T. MARSHALL

(Pat. 607)

Deep coral—an old rose everyone knows and loves. Very large buds are nice for cutting, as they are full and last well. An AARS winner in 1944. Possesses a fine fragrance. Is a vigorous grower and does well everywhere.



©

LOWELL THOMAS

(Pat. 595)

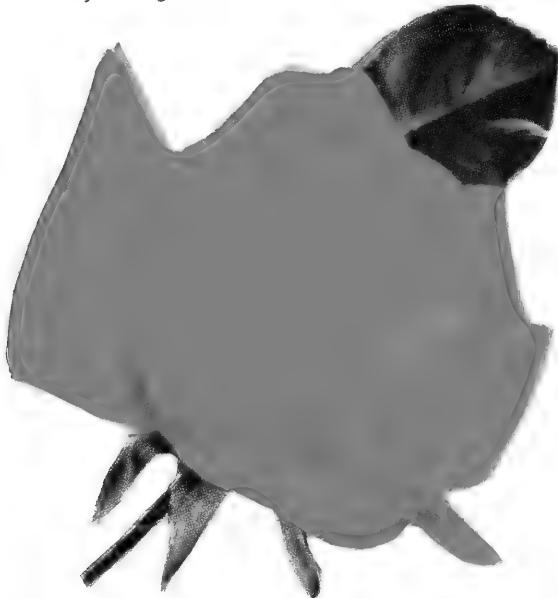
Lemon-yellow, high-cupped, lovely buds opening into semi-double, large flowers. A favorite yellow. Plants grow upright and are of medium height. Flowers slightly fragrant. It speaks for itself as eloquently as the famous commentator for whom it was named. AARS 1944.



MARK SULLIVAN

(Pat. 599)

Spectacular multicolor, golden yellow, heavily veined and shaded with deep rose-pink and cerise. Free-blooming, large flowers with rich fragrance. Leathery foliage.



McGREDY'S IVORY

Ivory-white, long-pointed buds open into flowers beautifully formed and fragrant. Large, dark green, leathery foliage. A perennially favorite among white roses.



McGREDY'S SUNSET

(Pat. 317)

One of the most showy and brilliantly colored roses in any garden. A sunset blend of orange and scarlet. Sweetly fragrant. Grows well and thrives everywhere.

MIRANDY (Pat. 632)

Dark, rich red, big big buds, many petaled. Enchanting fragrance. Loves sun and warm weather and performs well then. Tends to cabbage when cool and damp. Mirandy is an ideally lovely red rose when conditions are right and deserves a place in every rose garden. AARS winner 1945.



MME. HENRI GUILLOT

(Pat. 337)

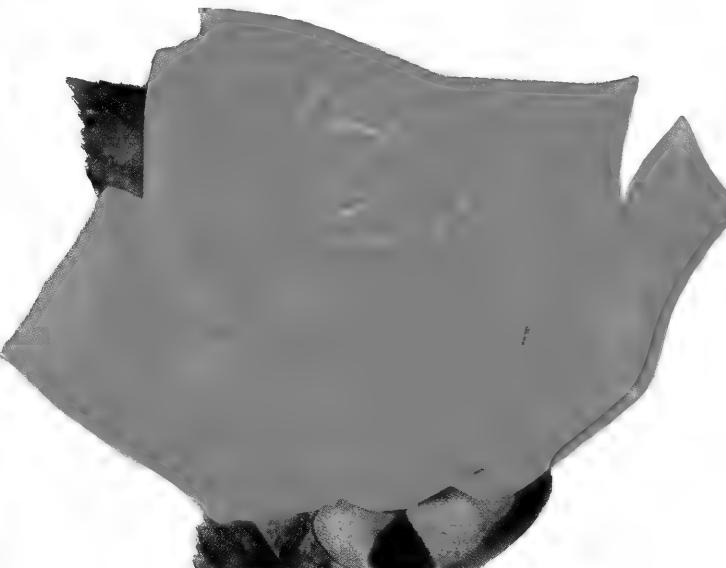
Unusual raspberry-pink coloring, very striking and noticeable. Exquisite foliage. Fine medium-length cutting stems. Its name is difficult, but it is a handsome rose.



MISSION BELLS

(Pat. 923)

A glowing, clear salmon-pink, pointed, well-shaped bud, tight and slow opening to a fully petaled, large flower. Blooms abundantly. Fairly tall plants; good foliage. AARS winner 1950.



MOJAVE

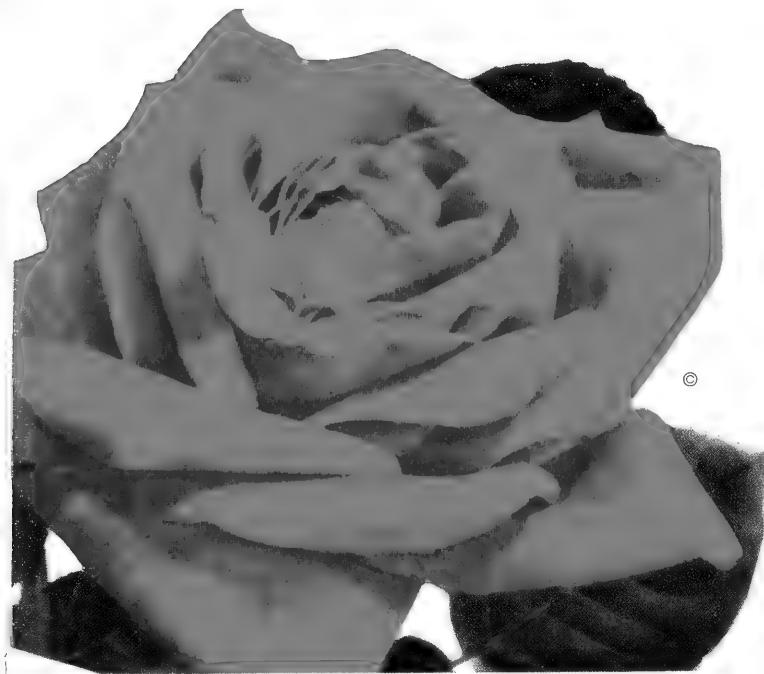
(PPP)

THE ONLY HYBRID TEA AARS AWARD WINNER FOR 1954. Completely new color combination of blended salmon, apricot and orange. As always, these warm autumn colors deepen with the coming of cool weather, enhancing the striking qualities of this new orange rose. Plant grows upright, with individually stemmed, handsome buds and open flowers. Another of Charlotte Armstrong's famous family—need more be said?



MRS. E. P. THOM

Fine old favorite of clear, deep canary-yellow. Low to medium-growing, nicely foliaged plants. Many delightful buds, slightly round, easy to cut and arrange. Well known and well loved among yellow roses.



NEW YORKER

(Pat. 823)

As fabulous as old New York! Abundant, fragrant, unfading red, fully petaled flowers. Plant is vigorous and grows upright. Everywhere it is one of the talked-about new red roses.

NIGHT

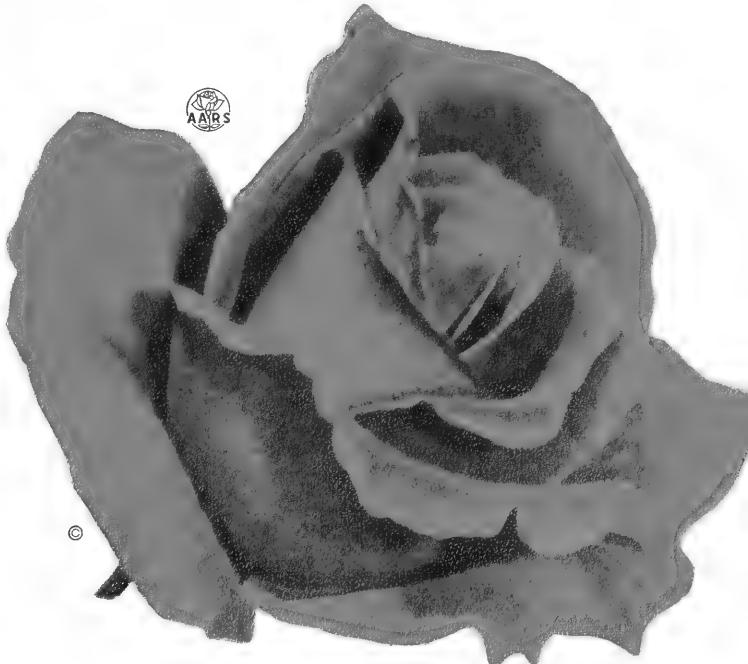
An old-timer, aptly named. Long-pointed bud of dark maroon-red. This rose continues year in and year out as a popular red rose in its class. Bushy plant; dark glossy foliage.



NOCTURNE

(Pat. 713)

Universally a favorite deep crimson rose which has reached enviable heights of popularity. Buds are long and slender, borne singly on fine cutting stems. Sturdy, fairly tall-growing bush bearing luxuriant foliage. AARS winner 1948.





OPERA

(Pat. 1017)

As gay and dashing as a first nighter. A blend of golden yellow at base to scarlet at top of slender, well-formed buds, which open slowly into great big, fully petaled flowers. Plant is sturdy and beautifully foliated.



PICTURE

Picture-perfect, clear rose-pink, beautifully formed buds open into daintily curled, delightful-to-look-at full flowers. Everybody knows and loves the Picture rose.



PEACE

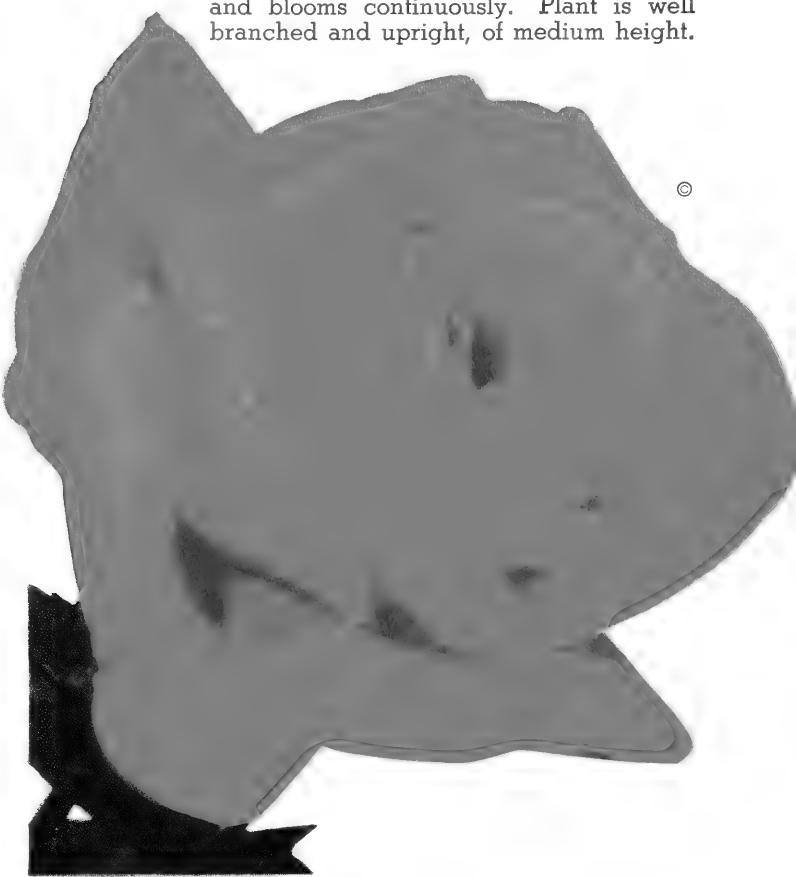
(Pat. 591)

This is undoubtedly the most talked-about rose of our time. In a class by itself, it defies adequate description, as each flower is individually different. The amazingly big, full-blown flower shows it off to best advantage, as the bud form is not Peace's "Sunday dress." AN ALL-TIME GREAT ROSE. AARS 1946.



PRESIDENT EISENHOWER (PPP)

A new red rose. Unopen buds are large and rounded and of deep black-red shade, opening into a clear bright red, 20 to 30-petaled flower. It is fragrant and blooms continuously. Plant is well branched and upright, of medium height.



PINK DAWN

Deep rose-pink to lively pink with tinge of orange at base. Sweet fragrance. Popular among non-patented pinks. Large, double, high-centered flower.



POINSETTIA

Bright, unfading scarlet-red, an all-weather color. Long-pointed buds; profuse bloomer. Produces a flash of color in any garden. Dependable through the years. Compact-growing bush; glossy foliage.



SAN FERNANDO

(Pat. 785)

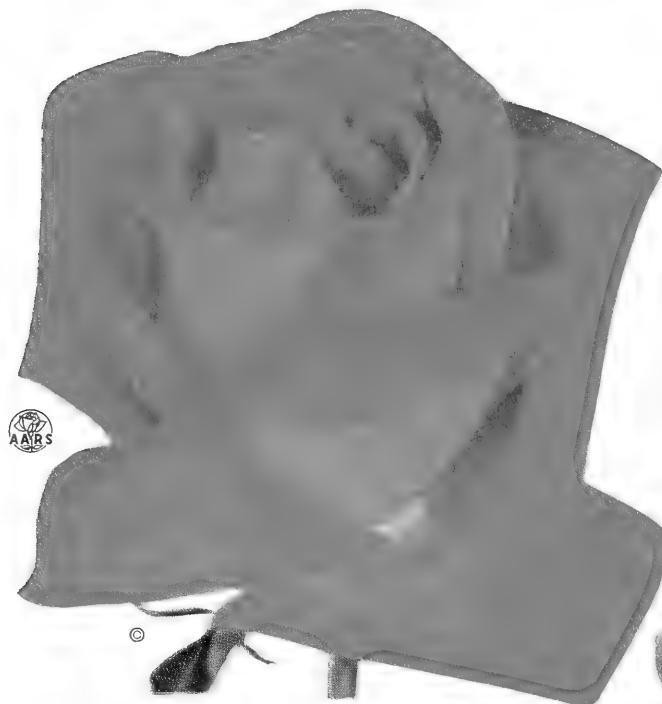
A very fine red rose of recent introduction. Buds are perfectly shaped and of intense red. Exotically perfumed. AARS winner 1948.



ROSE OF FREEDOM

(Pat. 791)

Big, ovoid buds of rich cardinal-red open to flat, full blooms of 60 petals. Excellent bloomer. Heavy, penetrating fragrance. Grows tall and strong, with thick broad leaves.



RUBAIYAT

(Pat. 758)

AARS winner 1947, immediately tagging this rose as worthwhile. Long, well-shaped buds open into rich, full blooms. Delightfully fragrant. Brilliant red to crimson. Romantic as the poem itself.



SANTA ANITA

(Pat. 539)

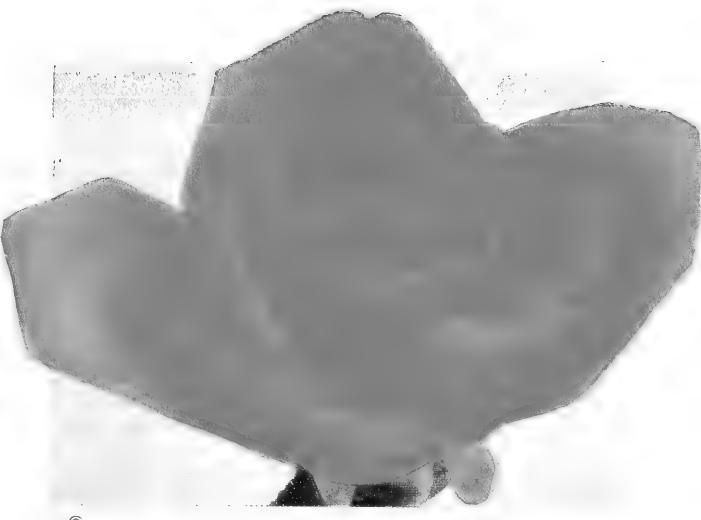
A very fine clear pink rose delightful to the eye. Rather low growing, with lovely foliage. Buds are ideal for cutting. Deserving of a place in every garden. We think this is an excellent pink which does not get enough attention.



SATURNIA

(Pat. 349)

Unusual multicolor, combining shades of salmon, yellow and copper. These tricolor varieties are always dependable for a riot of color, bound to attract attention and excite comment.



SIGNORA

(Pat. 201)

Warm, autumn shades of burnt-orange and salmon. Deeply fragrant, very double blooms. Vigorous grower; dark green, glossy foliage.

SHOW GIRL

(Pat. 646)

A leading lady in the rose garden. Deep pink, long, fascinating buds open into one of the most beautiful of our present-day pink roses. An even-tempered plant that gets along anywhere and always turns in a good performance.



SISTER THERESE

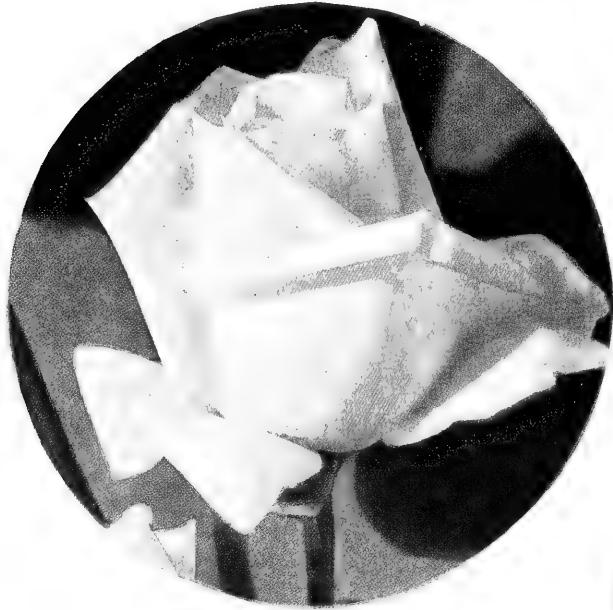
Buttercup-yellow, long, tight, perfect bud on a sturdy, straight cutting stem. Carmine-veined petals add interest to its unusual habit of blooming in candelabra of many flowers.



SLEIGH BELLS

(Pat. 1004)

One of the new white introductions. Fragrant, large, ovoid bud opens to medium-double flower. Blooms freely.



SNOW BIRD

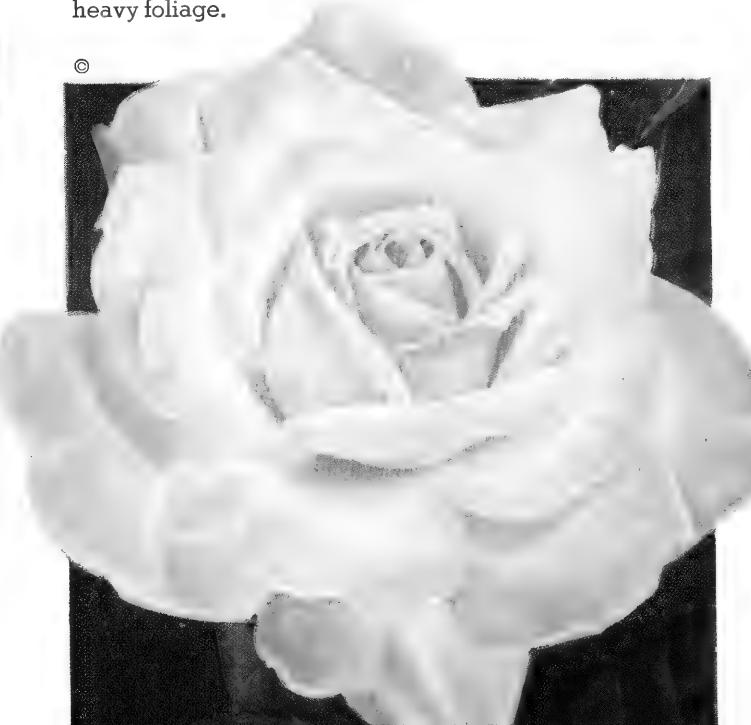
A dainty, small, perfectly shaped white bud of the general petal formation of Picture. Very fine for corsage work or floral pieces where white is needed. Medium grower with lots of fine-leaved foliage. Charming fragrance. We think this is one of the very best white roses today.



SUTTER'S GOLD

(Pat. 885)

AARS winner 1950. A toast to the romance of early California history. Like the gold of the gold rush days, this rose is golden yellow with wonderful long buds which open fully into rather loose flowers. Tall, vigorous grower; bears lots of long-stemmed, lovely buds. As Bugs Bunny would say, "Hundreds of yellow yummies."



SUZON LOTTHE

(Pat. 934)

One of the new interesting camellia-shaped pearl-pink roses with some of the qualities of Peace. Exciting fragrance. Plants are vigorous growers, have large heavy foliage.

SYMPHONIE

(Pat. 958)

A veritable symphony of pink shadings with veining designs in thick, waxy petals. Very large blooms bearing some of the characteristics of Peace. Sweetly fragrant. Dark green foliage.



TAFFETA

(Pat. 716)

Like a piece of changeable Taffeta with its blending of pink-carmine-orange coloring. Quite fully petaled, bearing a trace of frilled edging, lending a dressy air. Blooms freely everywhere and has a good plant and foliage. AAARS winner 1948.



TALLYHO

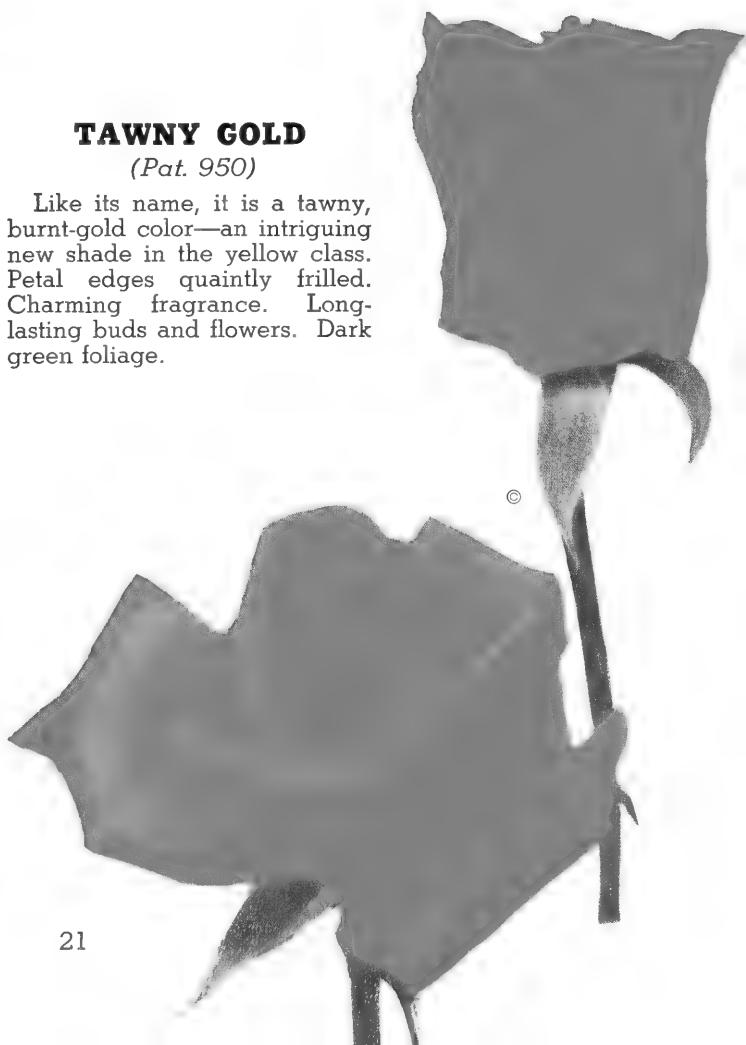
(Pat. 828)

The new rose of an unusual shade of subdued old-rose-pink. Spicy fragrance. High-centered, very double flower. A rose that is different and hardy everywhere. AAARS winner 1949.

TAWNY GOLD

(Pat. 950)

Like its name, it is a tawny, burnt-gold color—an intriguing new shade in the yellow class. Petal edges quaintly frilled. Charming fragrance. Long-lasting buds and flowers. Dark green foliage.



THE DOCTOR

The big, silvery pink rose. Buds and open flowers are of fine form and possess a captivating fragrance. One of the best old pinks constantly vying for honors with the best of the new. Has soft, light foliage.



TEXAS CENTENNIAL

(Pat. 162)

A carmine-red sport from lovable old Pres. Hoover. Tall canes. Fine tight buds open into full, lovely flowers. Tones deepen with cool weather.



WILL ROGERS

(Pat. 256)

Velvety maroon-crimson, almost black at base. Double, richly fragrant flower. Needs light shade in summer to protect from burning in intense heat. Blooms best in autumn. Plants have light, leathery foliage.

HYBRID TEA ROSES NOT ILLUSTRATED

The following roses are on our list, and many are among the most popular. Although they are not included in color illustrations, they are nonetheless worthy of your consideration.

AMI QUINARD

Deep, velvety crimson, semi-full, medium-sized flowers with strong fragrance. Tall, branching plants. Not at its best in the West.

BETTER TIMES

Cerise-red blooms. Fine stems for cutting. Exciting fragrance. A long-time favorite florist's red. Outdoors it performs better in the East than on the West Coast.

CALEDONIA

Long, snowy white buds. Fragrant, very fully petaled blooms. A favorite old white with abundance of bloom.

DAME EDITH HELEN

Soft, clear pink, very large, very double, fragrant flowers. Excellent for cutting.

DEBONAIR. (*Pat. 677*)

Clear primrose-yellow, high-centered bud and many-petaled open flower. Old-fashioned rose fragrance. Glossy foliage. Plant medium height.

DIAMOND JUBILEE. (*Pat. 824*)

Unusual buff-orange shade. Very large bud and fully petaled open flower. Vigorous grower. Does well in hot weather. AARS winner 1948.

DR. DEBAT. (*Pat. 961*)

Very large, new smooth pink rose. A child of Radiance, inheriting its basically good qualities, with flowers and buds of finer form.

DUCHESS OF ATHOLL

Coppery orange bud and open flower. Plant grows upright, has dark green foliage with bronze overtone.

EDITH NELLIE PERKINS

Long a favorite with rose lovers. Bud pointed and well shaped. Medium to big flowers, fragrant and double. Salmon-pink to cerise-orange shadings.

EDITOR McFARLAND

Deep pink, beautiful buds, highly fragrant. Long, strong cutting stems. Flowers keep well. Vigorous-growing plant.

ELLINOR LE GRICE. (*Pat. 917*)

Large, brilliant golden yellow, ovoid bud. Blooms well until frost. Spicy fragrance. Good cutting stems with attractive foliage.

GOLDEN RAPTURE

Long-pointed, clear yellow buds. Good bloomer. Slightly fragrant. Medium-height plant. An old faithful among yellow roses.

GOLDEN SASTAGO

Soft clear yellow sport of Condesa de Sastago. Large, double, globular flowers with raspberry fragrance. Vigorous plant. Soft foliage.

HADLEY

Long, long a favorite deep crimson-red rose. Always dependable for rich fragrance and cut flowers. Hadley is accepted as a permanent part of rose nomenclature.

HINRICH GAEDE

Flame-orange to vermillion—a uniquely different color. Beautiful buds; sometimes open flower is double-centered. An old standby.

JOANNA HILL

Clear buff-yellow, beautifully shaped, long, medium-sized buds. Free blooming. Well known and well loved among garden roses.

J. OTTO THILOW

Deep pink buds, long and well shaped. Very full open flower with high center. Fragrant. Another of the favored old pinks.

K. A. VIKTORIA

Always popular and in demand in the white class. A profuse bloomer. Has attractive buds and open flowers.

LOS ANGELES

For almost 40 years this rich flame-pink rose has been in demand. Coloring has some blended gold shadings. Blooms well.

LULU

Coral-pink, exquisite, long, tight bud. This rose is ideally suited for corsage work. Unfortunately, it is single and unattractive as an open flower, but the bud is so perfect as to put it in a class by itself. Bush is low growing.

MARGARET McGREDY

Orange-scarlet, very full, cup-shaped buds opening to carmine-rose. Continuously in bloom. Sturdy plant; good foliage. A very attractive rose.

MARY HART

Red Talisman in form of bud and flower. Long tapering bud; tall, straight-growing plant. Flowers are borne on long stems. Best in cool weather.

McGREDY'S YELLOW

Bright buttercup-yellow. Dependable and free flowering. An asset in any garden for color splash.

MME. CHIANG KAI-SHEK. (*Pat. 664*)

Large, long-pointed buds of very pale yellow during summer. "Madame" possesses desirable qualities to endear her to rose lovers as her smooth complexion deepens to a lemon-yellow in autumn. Foliage is leathery, dark green. AARS winner 1944.

MME. JOSEPH PERRAUD

Nasturtium-orange to buff. Long, slender buds. Sweetly fragrant. Exhibition-type bud and flower.

MME. JULES BOUCHE

Pure white, high-centered, well-shaped buds. Petals curl delightfully. Mildly fragrant. A favorite among the old standby whites.

MRS. P. S. DU PONT

Golden yellow, perfectly formed, medium-sized buds. Blooms profusely. Plants bushy and not too high. Flowers are fragrant and double when open.

MRS. SAM McGREDY

Rich coppery orange, beautifully formed buds. Nice open flower. Luxuriant foliage. This rose retains her position of popularity through the years.

NIGGER BOY

Blackish maroon, dark velvety petals. Long-pointed, high-centered bud. Fragrant flowers. Thick, glossy foliage.

PRES. HERBERT HOOVER

Someone once said "You can't out-Hoover Hoover." Big creamy pink buds, deliciously fragrant. Color tones deepen with cool weather and perfume intensifies. Flowers bloom on long stems, last well when cut. Sturdy plant.

RADIANCE

Pink and pretty—right as rain. Grows and blooms everywhere. Has a fragrance to delight the nostril. Fine, dependable growing plant—another "forever" rose.

RED HOOVER

Like the original Hoover, with shades of cardinal-red. Tall canes, tight buds, fully double open flowers.

RED RADIANCE

The cerise-red sister of Radiance. Has equally good, dependable qualities. Radiance and Red Radiance are household words in garden-loving families.

ROSE MARIE

Fine rose-pink, sweetly fragrant, old reliable rose. Buds and flowers are perfectly formed. Blooms last well.

SONATA. (*Pat. 732*)

Deep lively pink to cochineal-red as weather tends to crispness of fall days. Long-pointed buds open slowly. Abundant bloom. Strong, erect plant. Good cutting stems.

SOUTHPORT

Brilliant scarlet-red, giving a spectacular color display. Fine fragrance. Not too double flowers. Does well in most areas.

SWEET SIXTEEN. (*Pat. 631*)

Soft rose-pink with tinge of gold. Long, tight buds; open flower is semi-full. Sweetly fragrant. Long cutting stem. Tall plants.

TALISMAN

Forever a favorite multicolor of intense yellow, orange and scarlet blending. Tight buds; delightful open flower. Everyone knows and loves Talisman.

VICTORIA HARRINGTON

Bright scarlet, fading little in heat. Excellent bud and open flower. Strong hardy bush. This variety will produce some specimen blossoms.

VILLE DE PARIS

Sun-yellow, slightly tinted orange; large, globular bud. Glossy foliage. An old favorite yellow.

Tree Roses

Tree Roses for dramatic effect in sidewalk and driveway plantings! Budged on IXL understock with the beautiful, smooth, straight canes. Regrettably, this stock is not too hardy in severe climates, but its over-all beauty is worth the extra care and protection to winter it through, or to have even a one-season's display of its charm.

We have tried to choose varieties which will produce balanced, well-shaped heads for maximum good looks in tree roses. Your customers will enjoy many fine cutting flowers from these tree roses.



Please Order in Multiples of Five

All varieties of tree roses are illustrated or described fully in Hybrid Tea and Floribunda Sections

RED

BRAVO. (Pat. 983)	MIRANDY. (Pat. 632)
CHARLOTTE ARMSTRONG. (Pat. 455)	NEW YORKER. (Pat. 823)
CHRISTOPHER STONE	NOCTURNE. (Pat. 713)
CHRYSLER IMPERIAL. (PPP)	POINSETTIA
CRIMSON GLORY	PRESIDENT EISENHOWER. (PPP)
HEART'S DESIRE. (Pat. 501)	

PINK

COUNTESS VANDAL	PICTURE
FIRST LOVE. (Pat. 921)	SHOW GIRL. (Pat. 646)
HELEN TRAUBEL. (Pat. 1028)	THE DOCTOR
KATHERINE T. MARSHALL. (Pat. 607)	

YELLOW

ECLIPSE	MRS. P. S. DU PONT
GOLDEN RAPTURE	PEACE. (Pat. 591)
GOLDEN SCEPTER. (Pat. 910)	SUTTER'S GOLD. (Pat. 885)
LOWELL THOMAS. (Pat. 595)	TAWNY GOLD. (Pat. 950)
MRS. E. P. THOM	

ORANGE

ANGELS MATEU	MOJAVE. (PPP)
DUQUESA DE PENARANDA	

MULTICOLOR

AUTUMN	PRES. HERBERT HOOVER
FORTY-NINER. (Pat. 792)	TALISMAN
HUNTSMAN. (Pat. 1012)	

WHITE

K. A. VIKTORIA	SNOWBIRD
SLEIGH BELLS. (Pat. 1004)	

FLORIBUNDAS

EMBERS. (PPP)	INDEPENDENCE. (Pat. 1036)
FASHION. (Pat. 789)	LILIBET. (PPP)
FLORADORA	MA PERKINS. (Pat. 1143)
FROLIC. (PPP)	PINOCCHIO. (Pat. 484)
GARNETTE	RED PINOCCHIO. (Pat. 812)
GOLDILOCKS. (Pat. 672)	WORLD'S FAIR. (Pat. 362)

24-inch Standards

CHINA DOLL. (Pat. 678)	GARNETTE
EMBERS. (PPP)	GOLDILOCKS. (Pat. 672)
FASHION. (Pat. 789)	LILIBET. (PPP)
FROLIC. (PPP)	RED PINOCCHIO. (Pat. 812)

Floribunda Roses

Revolution and color riot in the rose world came a few years ago with the advent of the Floribunda. This completely delightful half-breed of Polyantha and Hybrid Tea rose brought with her a whole era of new ideas in landscaping and practical uses in planting for people who want roses in profusion.

The Floribunda is "catching on", and each season finds it gaining in popularity. Hybridizers both here and abroad are producing many new and fascinating kinds in this group. In very recent years several have earned the sought-after rose "Oscar"—the All-America Rose Selections award.

There is unbounding charm in these semi-baby roses as borders, center plantings, and low, fill-in groups where a daring dash of color is needed to start the spring in high spirit. Amazingly enough, they repeat this glorious bloom throughout the summer and early fall, further endearing themselves to gardeners and rose lovers.

A bonus feature of the Floribunda is the tiny, perfectly shaped buds that are actually gems to cut for corsages and small arrangements. Slightly open, one cluster is a whole bouquet. They never fail to arouse interest and comment.

For full enjoyment and mass color effect from the Floribunda, try to impress upon your customers the importance of planting several of a kind.



BABY CHATEAU

Brilliant scarlet-crimson, produced in great clusters. Compact-growing plant. Hardy; thrives with little care.



BETTY PRIOR

(Pat. 340)

Medium to high-growing hedge-type plant, bearing thousands of "pink dogwood" type wild rose blooms. One of the constantly popular varieties in this class.



CRIMSON ROSETTE

(Pat. 901)

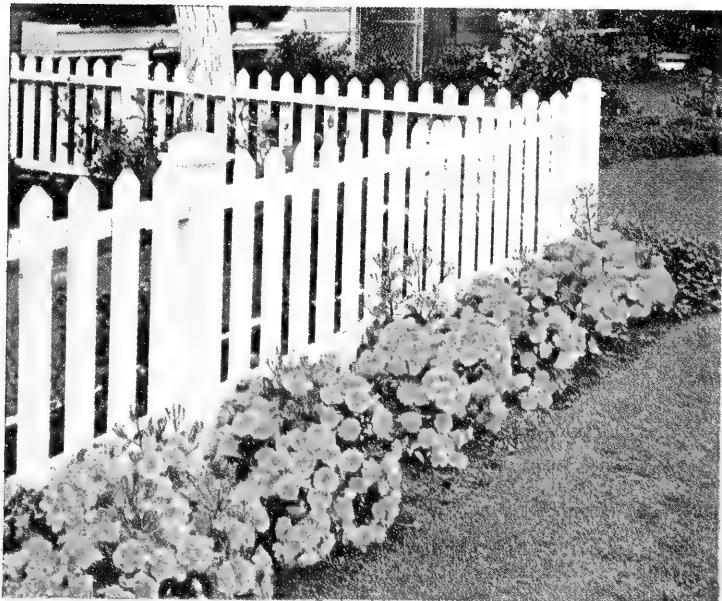
A true "rosette" type of baby rose. Crimson in color; blooms in mass clusters. Grows to medium height.



CHATTER

(Pat. 739)

Like the gay chit-chat of little people. Bright crimson clusters of tight buds open slowly into delightful, long-lasting flowers. Profuse bloomer. Fairly low growing.



CHINA DOLL

(Pat. 678)

Fragile as a doll of china and one of the very few low-growing bush-type Floribundas. This rose literally covers itself with tiny pink rose buds, making a solid mass of color. Demand constantly exceeds supply.

DAGMAR SPATH

Pure white flowers. Free flowering, producing masses of bloom with yellow stamen centers. Ideal for a bedding rose.



DENNY BOY

(Pat. 1105)

Unusual rose sometimes called "baby Peace." Bright yellow buds change to creamy yellow, ruddy orange, light pink, darker coral-cherry, and ruby in successive stages. Rather low, compact-growing bush.



DONALD PRIOR

(Pat. 377)

The other half of the Prior family of Floribundas. Vivid red, with yellow stamen center showing in open flowers. Produces bloom all summer.



EMBERS

(PPP)

NEW ARMSTRONG INTRODUCTION. Glowing fiery red, aptly named Embers. Blooms adequately, although not in masses. Moderately spreading in growth habit, making an attractive bush.



FASHION

(Pat. 789)

A brand-new color in roses. Its originator describes this as luminous coral suffused with gold. It performs magnificently everywhere. One of the truly great new rose introductions. AARS winner 1950.



GARNETTE

The same long, long-lasting petite garnet-red of the florist, doing just as well in outdoor gardens. Perfectly formed buds and full open flower; lovely foliage. You can't beat Garnette.



FLORADORA

Eye-catching orange-scarlet, perfect buds and open, camellia-like flowers. Everyone who walks through the fields will single out this one and asks "What is this?" Quite high growing and has abundant bloom. AARS winner 1945.



FROLIC

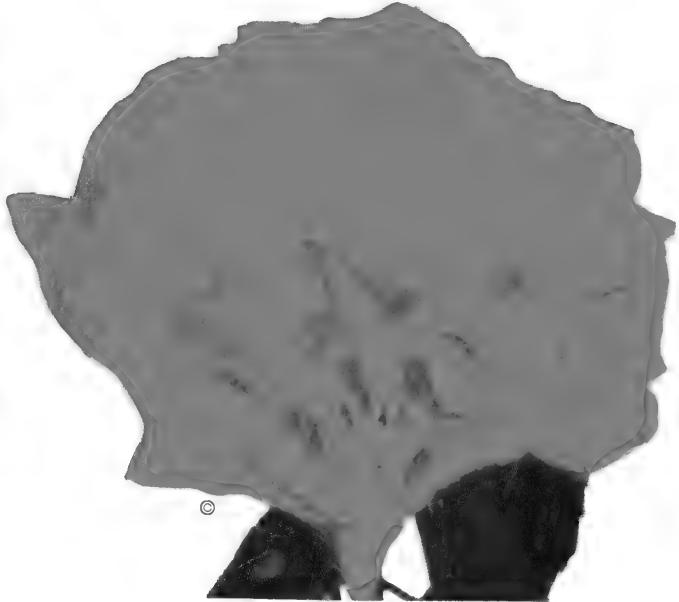
(PPP)

NEW ARMSTRONG INTRODUCTION. Very bright pink, free-flowering, quite large flowers, producing mass color effect. Repeats bloom. Thick, bushy plant.

GERANIUM RED

(Pat. 811)

This rose is so much like a red geranium that no other name would fit. It has the color and petal formation of the familiar red geranium and even has a fragrance not unlike this flower. Bright, gay, sure to attract attention in the garden.





GOLDILOCKS

(Pat. 672)

Aptly named little golden masses of perfect bloom. Buds are miniatures of Hybrid Tea perfection, opening slowly into fully double flowers. The best yellow Floribunda to date.



IMPROVED LAFAYETTE

Glowing red to vivid crimson. Plants are profuse bloomers, growing sturdy and upright. An excellent bedding rose. Always in demand.

INDEPENDENCE

(Pat. 1036)

Firecracker-red with all the blaze and glory of an American July 4th. Borne in clusters, flowers open up fully. Large for a Floribunda. Rich, glossy foliage; old-fashioned rose fragrance. One of the outstanding new Floribundas.



IRENE OF DENMARK

(Pat. 889)

A new white in the Floribunda field. Perfect sweet-heart buds of purest white, opening into handsome full blooms. Very fine foliage, accenting the clear white. Bushy growth. A worthy addition and much-needed good white Floribunda.





©

LAVENDER PINOCCHIO

(Pat. 947)

A true lavender rose. This is a novel color, but because of its famous family traits of bud and flower formation and unique color it has found a place in the hearts of rose lovers.

**LILIBET**

(PPP)



1954 FLORIBUNDA AARS WINNER

Lilibet is a lovely shade of pink, bearing perfectly shaped baby buds, many on single stems to cut for small arrangements or corsages. When fully open it shows a cluster of yellow stamens. Bushy plant has nice foliage and grows to medium height.

MA PERKINS

(Pat. 1143)

The 1953 AARS Floribunda winner. A coral-shell-pink with all the grace, charm and loveliness of the other famous Ma Perkins. Richly fragrant. Vigorous grower, with dark green, abundant foliage. Perfect buds borne in clusters and on single stems. It has earned its high place in the rose world.

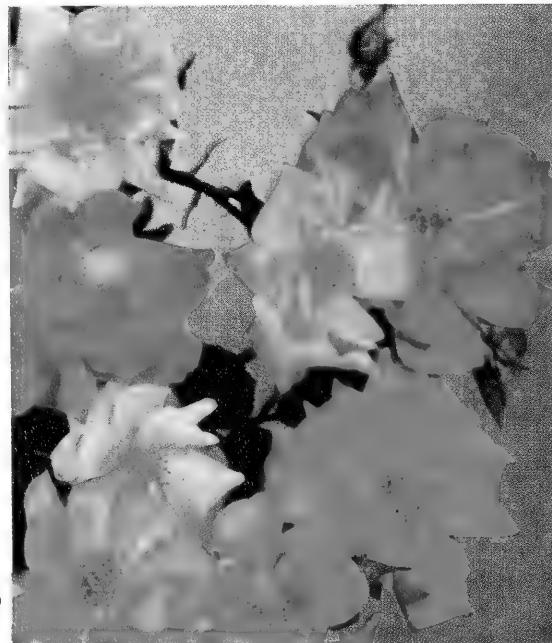


©

MASQUERADE

(Pat. 975)

A unique and striking novelty in the Floribunda class. Its many colors at once increase the effectiveness of its natural splendor as a Floribunda. Running the gamut from golden yellow, lemon, pink, red and even orange, this is truly a rose which effects a masquerade.

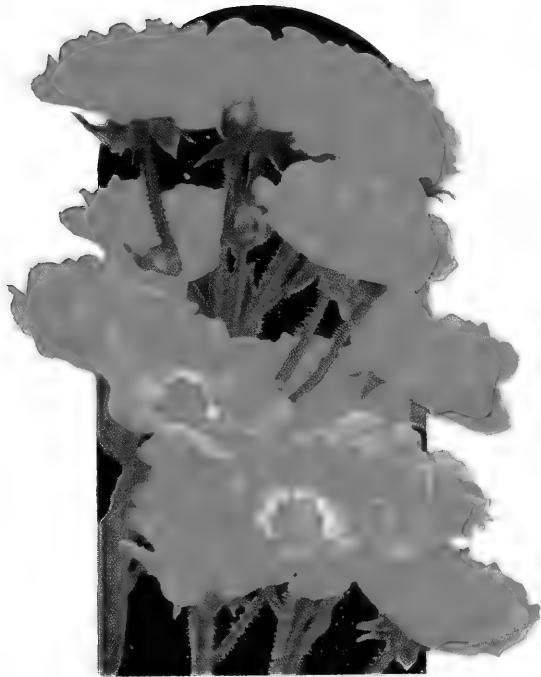


©



MRS. R. M. FINCH

Clear to blush-pink from bud to open flower, fading to white. Blooms in clusters; always in bloom. Bushy, hardy plant.



ORANGE TRIUMPH

Orange-scarlet in color. Flowers small and rounding; prolific bloomer. Plants medium height with good foliage. An interesting Floribunda type.

PERMANENT WAVE

The rose with the "Toni." Neatly crimped edges of petals give this rose a newly curled appearance. It is interesting and gay. Bright carmine-red.



©

PINKIE

(Pat. 712)

Truly the sweetheart of the babies! Very low-growing plant completely covers itself with perfect tiny pink buds in burst after burst of bloom. Ideal for border planting for mass color effect. Demand far exceeds supply year after year. AARS winner 1948.



PINK BOUNTIFUL

(Pat. 601)

Soft pink, one of the better pink Floribundas in popular demand today. Fine bud form opening into a truly pink, fully petaled miniature of a Hybrid Tea.



©

PINK ROSETTE

(Pat. 902)

Like rosettes on a baby's bonnet, this is the second "rosette" type Floribunda. Pure pink. This rosette form is interesting. Free blooming in clusters.



©

PINOCCHIO

(Pat. 484)

Salmon flushed gold, recognized everywhere as one of the top-ranking Floribundas of all times. Year after year it remains popular. One cluster is a complete bouquet. Individual blooms are perfectly formed, can be cut on short stems for corsage or miniature arrangement.



©

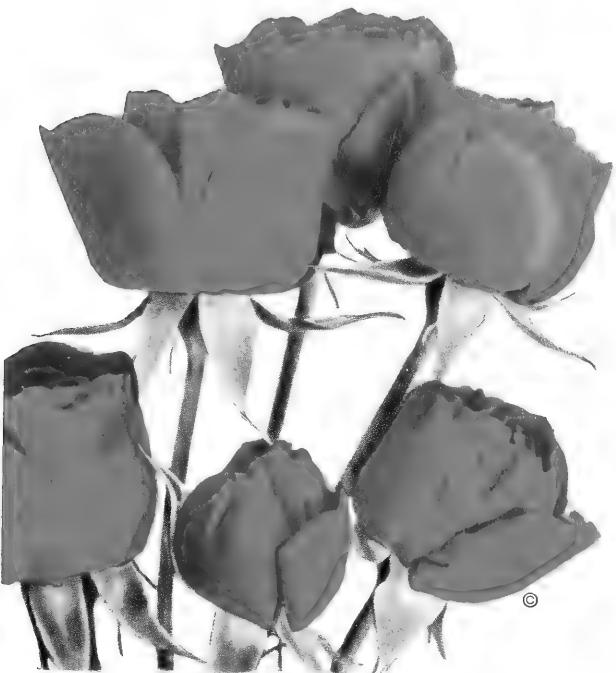
POULSEN'S BEDDER

Clear rich pink petals, slightly ruffled. Blooms continuously. Rather high-growing hedge type.

RED PINOCCHIO

(Pat. 812)

One of the finest of the Pinocchios. Rich carmine, cup-shaped bud like the original Pinocchio. Delightful open flower; masses of bloom, richly scented. Another variety in constant demand.



RED RIPPLES

Clear intense red in bud and open flower. Petals slightly rippled. Profuse, mass blooming. Tall, vigorous plants.



ROSE ELF

A favorite silvery pink Floribunda. Small compact bud and very full open flower. Profuse bloomer. The individual tiny flower is perfectly formed, ideal for small arrangements.



SNOWBANK

(Pat. 279)

White with pink flush. Very attractive. Low growing, free blooming. Perfect tiny buds opening into delicate little full flowers.



SUMMER SNOW

(Pat. 416)

Hundreds of white baby roses on an almost chartreuse background is a veritable summer snow. A most prolific bloomer. Rather low growing, effective for hedge and mass planting where white is good.



TAPIS ROSE

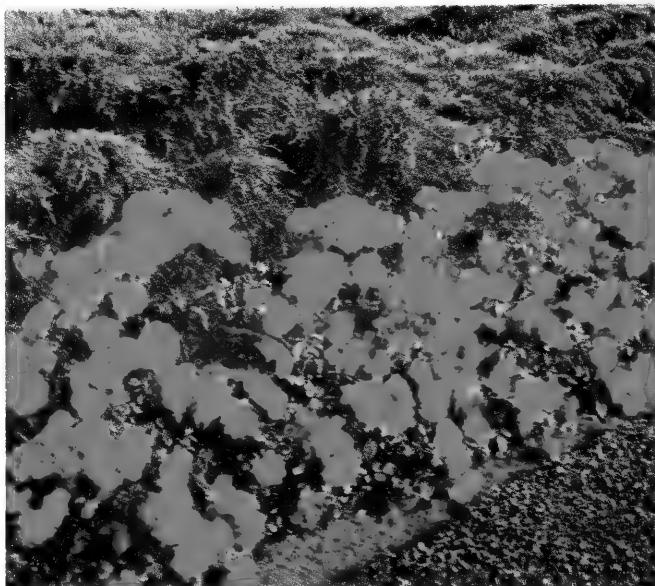
(Pat. 960)

Deep Tyrian-rose-pink. Its French name means pink carpet. Buds and bloom are very full and tend to a rounded form, holding very well as open flowers. Rather tall-growing plant.

VALENTINE

(Pat. 1029)

A true valentine-red, one of the few low, bushy types in Red Floribundas on the market today. Glowing red flowers appear in large clusters which cover the plant. Red will fade and burn in intense heat. Dark green foliage.



VOGUE

(Pat. 926)

AARS award winner 1952. Long, slender, brilliant cherry-coral buds open into large, high-centered, Hybrid Tea-like flowers. Fragrant. Lusty grower, hardy and vigorous.





WHITE PINOCCHIO

(Pat. 1010)

Glistening white of the Pinocchio family. Fully double flowers borne in clusters of 30 or more. Plants medium height, with dark green foliage. Flowers are not at their best in hot weather.



WORLD'S FAIR

(Pat. 362)

Deep velvety red, rather large, semi-double flowers, borne in clusters. An outstanding, dependable Floribunda for bud and flower formation. Makes a dashing color splash. AARS winner 1940.



YELLOW PINOCCHIO

(Pat. 992)

Another of the famous Pinocchios, of apricot-yellow. Same bud and flower formation as Pinocchio. Grows fairly tall, sturdy and free flowering.

Climbing Roses

One of the very first signs of returning spring is the familiar and lovely old Belle of Portugal, in a solid mass of silvery, pale pink blossoms stretched across roof tops, along fences or on arbors, and the magnificent color splash of the "red's red" Paul's Scarlet. They certainly earn their keep, even with their one-time bloom. The Hybrid Tea climbers produce long-stemmed cut flowers and surely invite pleasing comment and oh's and ah's when they are in bloom. The Great Gardener just won't let us have everything, and because some of the Hybrid Tea climbers are not hardy, you in the colder areas with your wealth of winter beauty cannot enjoy the thrill of all these big climbing roses in full bloom with hundreds of blooms looking down at you.



Climbing ALOHA

(Pat. 948)

An excellent new climber with gorgeous big, double, fragrant flowers that would be an achievement for a Hybrid Tea. Buds are deep coral-pink, opening to perfectly formed blooms of rich rose-pink with a silvery tone on the inside of the petals. Long-stemmed clusters, with the main bud opening first, followed by the side buds. Dark, leathery foliage. Makes a vigorous, 8 to 10-foot pillar and blooms continuously.

©

Climbing BLAZE

This could be called the one indispensable rose, for it gives a most satisfactory, showy effect over such a long period and takes up so little ground space. It is the hardy everblooming form of Paul's Scarlet. Individual flowers are semi-double and of medium size, carried in large clusters. The flaming scarlet color makes a breathtaking display in early summer and intermittently until frost. A plant needs about two seasons for this repeat-blooming habit to become established.



Climbing CRIMSON GLORY

(Pat. 736)

Here is the climbing form of the Hybrid Tea that has won a permanent place for itself through its wonderful fragrance and beautiful velvety crimson color. This is a particularly good climber, with the same long-stemmed blooms as the bush form and clean, disease-resistant foliage. Recurrent blooming.



**Climbing
DOUBLOONS**
(Pat. 152)

A hardy yellow climber that was long needed and greatly desired by Rose lovers in northern areas. It was developed from the native prairie Rose, *Rosa setigera*. The large, buff-yellow flowers with spicy fragrance are produced freely in early summer. They are carried in clusters on strong stems. Large, glossy foliage. A very vigorous, dependably hardy climber with 10 to 12-foot canes. Should be in every garden, for it produces quick results.

Climbing
DR. J. H. NICOLAS
(Pat. 457)

Big, double flowers that normally are to be expected only on Hybrid Teas. But here they are on a vigorous pillar rose that reaches about 8 feet in height. Individual flowers are as much as 6 inches across, with 50 petals. The color is warm rose-pink. Very fragrant. Dark, leathery foliage. Blooms recurrently through the summer.



©

Climbing DREAM GIRL
(Pat. 643)

Moderately tall growth and appealing, long-lasting color characterize this hardy climbing and pillar rose. Buds are very light appleblossom-pink, opening slowly to show salmon-pink inside petals with an apricot tint. The spicy fragrance is distinctive and pleasing; a few flowers will perfume a room. Blooms profusely in early June, and when the plant is well established it will bloom recurrently until frost. Fine for trellises, arbors, pillars and posts. Very healthy and hardy.

Climbing HIGH NOON

(Pat. 704)

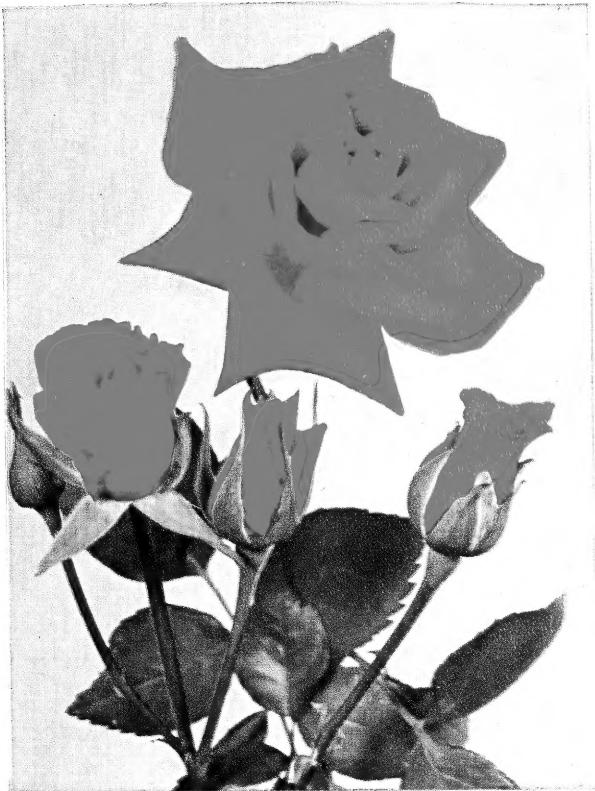
Lovely unfading golden yellow color with a touch of orange. Buds are of charming furled shape, opening to medium-sized, loosely cupped flowers with a spicy scent. The foliage is leathery and glossy. An upright-growing, sturdy climber or pillar to about 8 feet, which blooms all season until frost. Not recommended for areas where sub-zero temperatures are to be expected in winter.

AAVRS



Climbing INSPIRATION

Sparkling pink in color, similar to the well-known old rose, Mary Wallace. This new one, however, produces successive bursts of bloom from June through October after the plants get a good start. Very hardy and reliable. Large, semi-double, fragrant blooms and large, glossy foliage. Not a rampant grower but adaptable to many places where a free-blooming, hardy climber of moderate size is wanted.



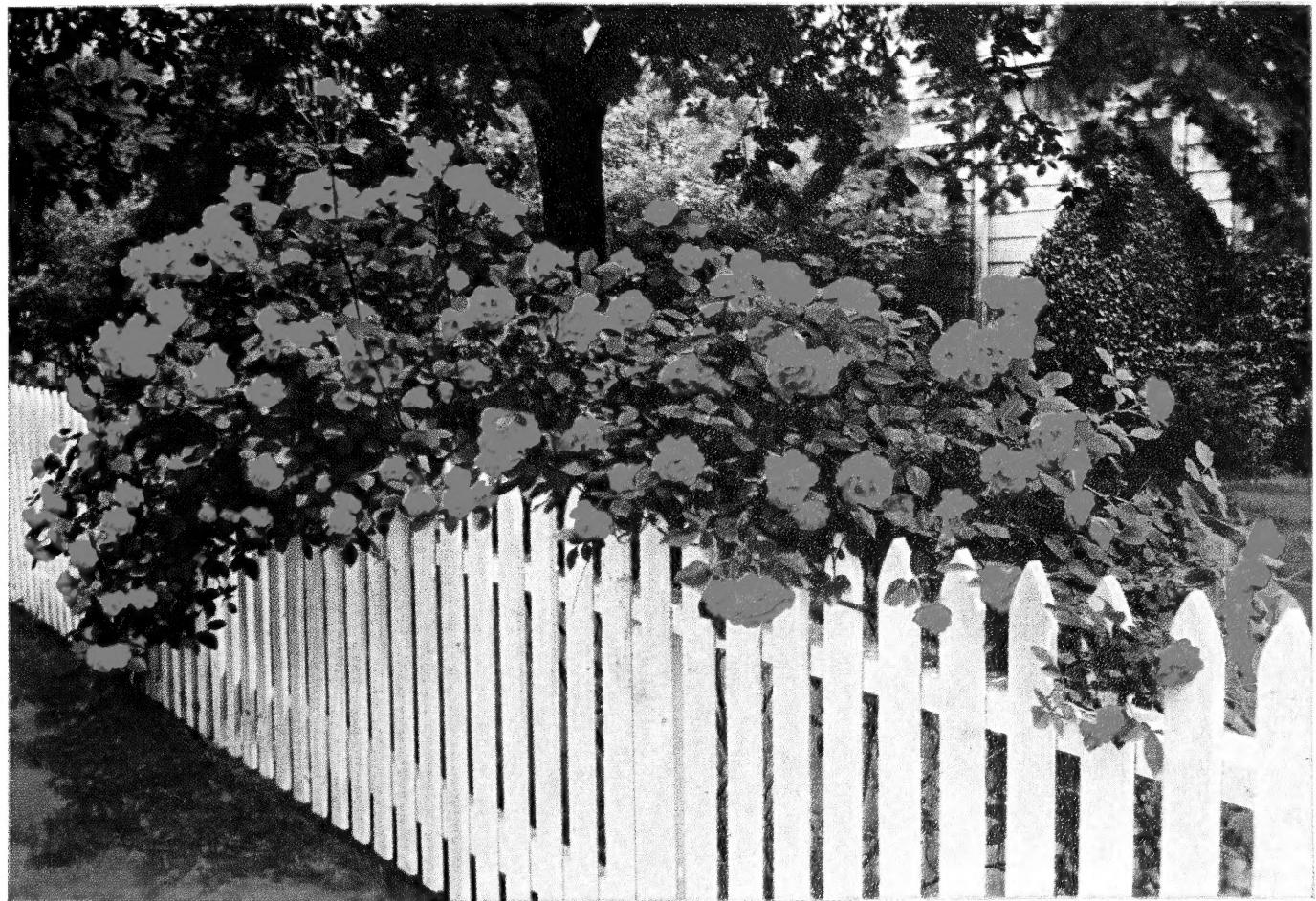
**Climbing
PASADENA TOURNAMENT**
(Pat. 797)

Strong climbing plant, blooming profusely. Pointed, velvety carmine-red buds that last well. Small, double flowers comparable in size to those of Cecile Brunner, the Sweetheart Rose. Delicate fragrance, becoming more intense as the flower opens. Blooms are carried in clusters on long stems. The bronzy foliage is very attractive.

Climbing PAUL'S SCARLET

A very famous old rose that has been known and loved by many generations of gardeners who have appreciated its rugged growth, its winter hardiness and its mighty show of color in June. The semi-double, flashing scarlet blooms are carried in big bouquets that do not fade or burn in the sun. Best used on a pillar or fence, particularly a white one, as shown below. Dependably hardy practically everywhere.

See next page for climbing roses not pictured



CLIMBING ROSES NOT ILLUSTRATED

CL. AUTUMN.	CL. NEW DAWN. Blush-pink, fragrant bloom. Extremely hardy.
CL. BELLE OF PORTUGAL. Pale pink. Very early, profuse bloomer—herald of spring!	CL. NIGHT. (Pat. 439.)
CL. CECILE BRUNNER.	CL. PEACE. (Pat. 932.)
CL. CHARLOTTE ARMSTRONG. (Pat. 523). At last, a climber.	CL. PICTURE. (Pat. 524.)
CL. CHRISTOPHER STONE. (Pat. 626.)	CL. PINK DAWN.
CL. CONDESA DE SASTAGO.	CL. PINKIE. (Pat. 1076.)
CL. DAINTY BESS.	CL. PRES. HOOVER.
CL. ETOILE DE HOLLANDE.	CL. RADIANCE.
CL. FLORADORA. (Pat. 1054.)	CL. ROSE MARIE.
CL. GOLDILOCKS. (Pat. 1090.)	CL. SAN FERNANDO. (Pat. 1123.)
CL. HADLEY.	CL. SHOW GIRL. (Pat. 892.)
CL. HEART'S DESIRE. (Pat. 663.)	CL. SNOWBIRD. True climber. One of best whites.
CL. McGREDY'S IVORY.	CL. SUMMER SNOW. (Pat. 400.)
CL. MME. HENRI GUILLOT. (Pat. 788.)	CL. SUTTER'S GOLD. (PPP)
CL. MRS. E. P. THOM.	CL. TALISMAN.
CL. MRS. P. S. DU PONT.	CL. TEXAS CENTENNIAL. (Pat. 565.)
CL. MRS. SAM McGREDY. (Pat. 394.)	CL. VILLE DE PARIS.
	CL. YELLOW CECILE BRUNNER.

TERMS and CONDITIONS OF SALE

TERMS: 2% 15 days, 30 days net unless otherwise arranged at time of ordering.
Costs incurred in actions to collect accounts will be added to original invoice.

PACKING AND BOXING AT COST

SHIPPING: Weather permitting, deliveries and shipments will start about mid-December. We cannot guarantee exact shipping date, but will ship as nearly as possible on date specified.

CLAIMS: Must be made promptly on receipt of shipment and all unsatisfactory or rejected goods held for our advice or disposition. We will gladly entertain such reports and make satisfactory adjustments when claims are definitely established.

PRO RATE: All orders are booked subject to crop

yield and pro rate in the event of a smaller crop than anticipated should injury befall seller's stock from fire, frost, floods, drouth, disease, etc.

GUARANTEE: We give no warranty express or implied as to life, description, productiveness of any stock we sell. We exercise care to have all stock true to name, however it is understood that should any stock prove untrue to name we shall be liable only for the sum paid for stock which may prove untrue to name and not for any greater amount.

PATENTED ROSES

PLANT PATENT NOTICE: The following provisions apply to all patented plants we sell:

Each plant so indicated is a patented variety under the laws of the United States and any asexual reproduction or distribution by sale, gift, or otherwise of scions, buds, or cuttings for such reproduction, without license from patent holder, constitutes an infringement of the patent. Any unauthorized reproduction sale or other distribution of reproducing propagating material of these patented plants, prohibited by the patent under these names, will subject the reproducer, seller or distributor thereof to prosecution for infringement under the United States Patent Laws.



1954 All-America Winner

Floribunda Rose
LILIBET

Plant Patent Pending



